

THE TRUTH ABOUT PODCASTS

In January 2021, there were **94,923*** new podcasts added to the world's largest podcast directory, Apple Podcasts.

*Statistics as of March, 2021.

The statistics suggest **nearly all of those will be unsuccessful**, as 51% of all Apple podcasts have 5 or fewer episodes.

This shows that many people **recognise a podcast's potential**; however, **most don't have a system to follow it through and make it an ongoing success.**

THE EASYGOING DIGITAL DIFFERENCE

This is a unique opportunity to **launch your podcasting journey**. We ensure you are equipped with the **confidence, skills, and resources to launch your own successful podcast.**



WHY YOU'RE HERE

GAIN THE CONFIDENCE AND SKILLS TO LAUNCH YOUR OWN SUCCESSFUL PODCAST



You want **more authority and influence** and to **gain a following**



You want to **Create a legacy** in the service of others.



You want **more credibility** for your ideas



You want to **monetise your ideas**



You want to create a **more dynamic professional network**

“ Success in life = the people you meet + what you create together ”

Keith Ferrazzi

HOW WE WILL HELP

OUR STRATEGY

Easygoing Digital helps people with expertise and original ideas **become recognised** as an authority in your chosen field. We show you how to best **distil and convey your main messages** and how to **approach people of influence** as guests for your show.

OUR CREDENTIALS

We specialise in working with a wide range of clients, including **academics, authors, professional athletes, company executives and business owners.**

OUR APPROACH

We then guide you through the **production and distribution** of a **high-quality podcast.**

Most importantly, we instil you with the **confidence and skills** to make that podcast an ongoing **success.**

OUR PODCAST ABOUT PODCASTING

In this course, we build upon the resources provided in our free podcast Individuate.*

*Available at www.easygoingdigital.com.au/individuate

Rowan recording the Geelong Cats podcast with Cameron Ling, Matthew Stokes and Scott Gullan

OUR MODEL FOR PODCASTING SUCCESS



Easygoing
Digital

THE 7 STEP PROCESS

1

Purpose

Align your podcast with your goals

2

Branding

Learn how to set up your podcast branding

3

Framework

Create a repeatable system designed for success

4

Content

Refine your main messages

5

Recording

Learn all of the principles of recording and interviewing

6

Editing

Learn how to edit and master your podcast with music

7

Promoting

Learn how to promote a podcast with podcast-specific strategies

ABOUT THE COURSE PRESENTER



Rowan Mackey is a content producer and digital creative. After studying sports media and law at the University of Canberra, he found himself drawn to digital media after attending the first conference for podcasters in the southern hemisphere, We Are Podcast in 2016. He has been involved in nearly 500,000 podcast downloads as a presenter and producer.

He currently produces the official Geelong Cats podcast, To the Final Bell and is a producer of the TV show Destination Happiness, which aired nationally in Australia on Channel 9 and continues internationally with the Discovery Channel.

He has also worked with other notable organisations such as The Institute of Positive Education at The Geelong Grammar School and Lifeline – Darling Downs & South West Queensland.

Rowan presents the Psych Spiels and Silver Linings podcast with his father, clinical psychologist Chris Mackey. He is also the Digital Media Manager at Chris Mackey and Associates Psychology Services.

WHAT YOU'LL LEARN...

The 7 Steps to 10+ Eps course will provide you with a wealth of support, training and resources to ensure your podcast succeeds.

Learning outcomes include:

- ED Podcast Strategy
- ED Learn the Principles of Branding Design
- ED Learn Editing
- ED Align Your podcast with your Mission, Vision and Values
- ED Learn the Principles of Naming and Cover Photos
- ED Learn the Optimal Episode Length
- ED Learn How to Define Your Audience and Cater to them
- ED Learn the Psychology Behind Positive Persuasion
- ED Interview Training
- ED Learn How to Promote Your Podcast
- ED How to Approach People of Prominence



Rowan recording with Gary Vaynerchuk and Janine Allis for Destination Happiness

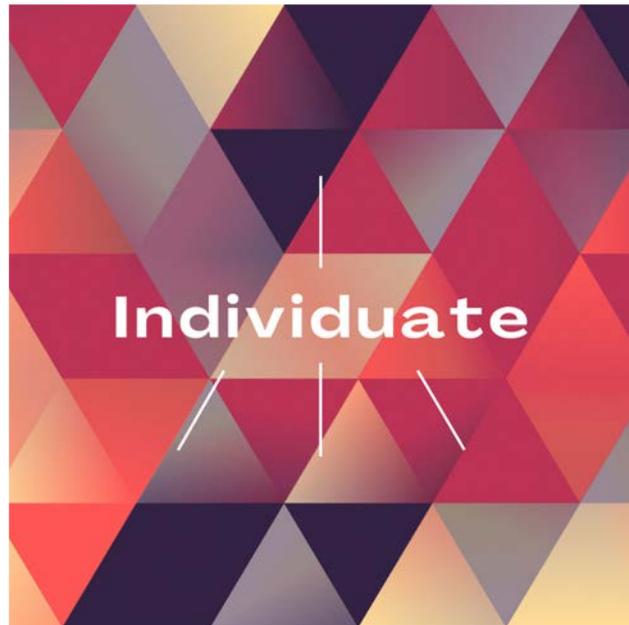
WHAT WE DELIVER

As a student of the course, we will provide you with:

- Weekly 1-Hour Group Zoom Call for 8 Weeks (+ access to recording)
- PDF workbook with worksheets to walk you through each of the 7 steps
- Access to question bank with other people's questions
- Access to network of other podcasters
- Supporting podcasts for extra learning
- Checklists (including pre-production checklist, recording checklist & post-production checklist)
- Formula for efficient research
- Recommended equipment List + Recommended Software List
- Template for approaching potential guests
- Reading list to help upskill you further
- Template for making multiple content pieces from each episode
- Plan for creating an unforgettable experience for your guest



WANT A TASTE TEST?



Many of the philosophies and ideas from the course material are explained in Rowan Mackey's podcast, *Individuate*. These episodes are available for free at all major podcast distributors.

The podcast goes through the entire podcasting process from the beginning in episode 1. You may want to start with episode 9, *Cultivating Creativity*, for a sample of the theory within the course material, or episodes 3 and 10 for interviews that give sense of the many practical benefits of starting a podcast.

You can access the podcast at www.easygoingdigital.com.au/individuate.



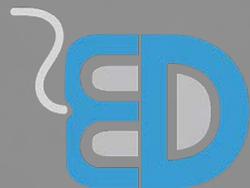
THANK YOU.

Please contact Rowan Mackey to discuss your application

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